

BACKGROUND/PURPOSE

Philip Morris Research and Development is exploring new concepts in smoking. The purpose of this study is to conduct a pilot test of a questionnaire designed to collect information about general attitudes toward smoking legislation, sidestream smoke issues and the potential market for reduced-smoke cigarettes.

METHOD/SAMPLE COLLECTION

Telephone interviews were conducted among smokers and non-smokers. The sample was a national probability sample. All interviews were conducted from the Marketing Research Services, Inc. central telephone facility in Cincinnati, Ohio.

The quota of 200 respondents consisted of 99 smokers and 101 non-smokers, evenly split between men and women, 35 years old and up. *under 35 and*

INTERVIEWING DATES

Interviewing for this study was conducted between August 20 and August 25, 1984.

QUESTIONNAIRE

A copy of the questionnaire and all relevant study material are included in the Appendix.

TABLE NOTATIONS

Throughout the report, an * represents less than one-half of one percent. A blank "-" indicates no response to the question.

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